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August 25, 1993

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Dear Mr. Caton:

Transmitted herewith on behalf of Great American Media, Ltd. I, licensee of Radio Stations WTAB(AM) and WYNA(FM), Tabor City, North Carolina, are an original and four (4) copies of the licensee's Petition For Rule Making to amend the Table of FM Allotments.

If any questions should arise during the course of your consideration of the Petition, it is respectfully requested that you communicate with the undersigned.

Very truly yours,

THARRINGTON, SMITH & HARGROVE


Wade H. Hargrove
Counsel to
Great American Media, Ltd. I

WHH/ks
Enclosures

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244

FILE

BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C.

In the Matter of
Amendment of Section 73.202(b)
Table of Allotments
FM Broadcast Stations

Tabor City, North Carolina, and
Calabash, North Carolina

To: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

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MM Docket No.
RM-

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PETITION FOR RULE MAKING

Great American Media, Ltd. I ("Great American"), licensee of Radio Stations WTAB(AM) and WYNA(FM), Tabor City, North Carolina, by its attorneys and pursuant to Section 1.420(i) of the Commission's Rules, hereby petitions the Commission to institute a rule making proceeding to amend the Table of FM Allotments [47 C.F.R. §73.202(b)] by substituting new FM Channel 285C3 for Channel 285A, Tabor City, North Carolina, and reallocating new FM Channel 285C3 from Tabor City, North Carolina, to Calabash, North Carolina. The proposed change in the Table of FM Allotments is as follows:

<u>City</u>	<u>Present</u>	<u>Proposed</u>
Tabor City, North Carolina	285A	---
Calabash, North Carolina	---	285C3

Adoption of this proposal would be consistent with the Commission's decision in Modification Of FM And Television Station Licenses, 56 RR2d 1253 (1984) and Cheyenne, Wyoming, 62 FCC 2d 63, 38 RR2d 1665 (1976).

I.
Reallotment To Calabash
Is To Be Preferred
Under Section 1.420(i) Of The Rules

Under Section 1.420(i) of the Commission's Rules, the substitution of Channel 285C3 for Channel 285A and the reallotment of the new channel from Tabor City to Calabash would result in an improved and more efficient arrangement of FM allotments. Calabash currently has no local aural transmission service, and the reallotment would bring the first local aural transmission service to that community. Tabor City, however, presently has two local aural transmission services: WTAB(AM) and WYNA(FM), both of which, as indicated above, are owned and operated by the Petitioner. Thus, the proposed reallotment of WYNA(FM) [i.e., Channel 285A] would leave Tabor City with WTAB(AM), so Tabor City would still have a local aural transmission service.

A. Calabash Is A Community

According to the 1990 U.S. Census, Calabash, North Carolina, has a population of 1,210 persons. This represents an increase over the 1980 Census figure of 1,082 persons.

Calabash is an incorporated community worthy of a first local service. Calabash has its own local government consisting of a board of commissioners. Calabash is served by its own fire department. Calabash has its own post office and supports approximately 55 businesses. Under applicable precedent, Calabash qualifies as a community for Section 307(b) purposes. Implementation Of BC Docket No. 80-90 To Increase The Availability Of FM Broadcast Assignments, 67 RR2d 610 (1990).

Calabash is not located in or adjacent to an urbanized area.

B. The Allocation And Substitution Of Channel Proposal Is Preferential

The proposed allotment of Channel 285C3 to Calabash would provide that community with its first local transmission service, and as noted earlier, Tabor City would retain its present local AM outlet, WTAB(AM). Moreover, Tabor City would continue to receive a 1.0 mV/m signal from WYNA(FM).

As noted in the attached Engineering Statement of Great American's consulting engineer, Jefferson G. Brock, adoption of the proposal would maximize and improve the efficiency of Channel 285 in that Channel 285C3 at Calabash would extend service to 95,595 persons--66,240 more persons than are presently served by Channel 285A.

As further noted in the Engineering Statement, those in the area of lost service (which consists of a rural farm area) would continue to receive service from seven other FM facilities.

The Engineering Statement notes that the overall net gain of new service is nearly seven times greater than the loss.

C. The Proposal Is Consistent With Commission Precedent

An improved WYNA(FM) at Calabash is, clearly, a preferential arrangement for this channel allotment. See, Scotland Neck And Pinetops, North Carolina, 7 FCC Rcd 5113 (1992). In that case, Radio Station WWRT(FM) operating on Channel 238A, Scotland Neck, North Carolina, was relocated to specify operation on Channel 238C3 at Pinetops, North Carolina. Although Scotland Neck thereby lost its only local nighttime transmission service, it retained daytime-only AM service, and Pinetops, a community of 1,514, won its first local aural transmission service. Similarly, in Weiser And Fruitland, Idaho, 7 FCC Rcd 7358 (1992), Radio Station KWEI(FM) operating on Channel 257A, Weiser, Idaho, was relocated to specify operation on Channel 258C1 at Fruitland, Idaho. Fruitland received its first local transmission service, while Weiser continued to receive service from Radio Station KWEI(AM). The Commission has thus ordered amendments of the FM Table of Allotments under circumstances that are virtually identical to those set out in this Petition. See also, Amendment Of Commission Rules Regarding Modification Of FM And TV Authorizations To Specify A New Community Of License ("Community Modifications"), 4 FCC Rcd 4870 (1989), clarified at 5 FCC Rcd 7094 (1990) ("Community Modifications II").

II.
Conclusion

It is, therefore, respectfully requested that the Commission amend the FM Table of Allotments as follows:

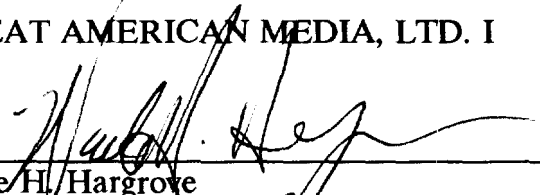
	<u>FM Channel No.</u>	
<u>City</u>	<u>Present</u>	<u>Proposed</u>
Tabor City, North Carolina	285A	---
Calabash, North Carolina	---	285C3

Upon grant of the requested channel substitution and allotment, Petitioner will submit an application to the Commission requesting that the license of Radio Station WYNA(FM) be modified to specify operation on Channel 285C3 at Calabash, North Carolina.

Dated: August 25, 1993

Respectfully submitted,

GREAT AMERICAN MEDIA, LTD. I



Wade H. Hargrove



Daniel W. Clark

Its Attorneys

THARRINGTON, SMITH & HARGROVE
209 Fayetteville Street Mall
Post Office Box 1151
Raleigh, North Carolina 27602
(919) 821-4711

[c:curtis/ks]

PETITION FOR RULE MAKING
GREAT AMERICAN MEDIA, INC.
WYNA RADIO STATION
ALLOT CHANNEL 285C3
CALABASH, NORTH CAROLINA
August 1993

Technical Exhibit
TE-1

Bromo Communications, Inc.
P.O. Box M - 1331 Ocean Boulevard, Suite 201
St. Simons Island, Georgia 31522
(912) 638-5608

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PETITION FOR RULE MAKING
GREAT AMERICAN MEDIA, INC.
WYNA RADIO STATION
ALLOT CHANNEL 285C3
CALABASH, NORTH CAROLINA
August 1993

TECHNICAL STATEMENT

1. This technical statement and attached exhibits were prepared on behalf of Great American Media, Inc. ("Great American"), licensee of radio station WYNA, Channel 285A, Tabor City, North Carolina. Great American requests that §73.202(b) of the Commission's rules be amended to substitute Channel 285C3 for Channel 285A at Tabor City, further, that the improved channel be re-allocated to Calabash, North Carolina, as that community's first local broadcast channel. The allotment of Channel 285C3 at Calabash is mutually exclusive with Channel 285A at Tabor City, North Carolina.

DISCUSSION

2. As will be demonstrated below, Channel 285C3 can be allotted to Calabash, North Carolina. Calabash is located near the North Carolina/South Carolina border in Brunswick County. Calabash is listed in the 1990 U.S. Census as an incorporated place with a population of 1,210. This represents an increase of 1,082 persons over the 1980 census. Calabash presently does not have any locally licensed or authorized broadcast facilities. Calabash is not located in or adjacent to an urbanized area.

3. The removal of WYNA from Tabor City will not deprive the community of its only local broadcast outlet. WTAB, 1370 kHz, Tabor City, (co-owned with WYNA) will remain licensed to the community. Further, a 1.0 mV/m signal will be delivered to Tabor City from an improved WYNA operating on Channel 285C3 at Calabash.

PROPOSAL

4. Channel 285C3 can be allotted to Calabash, North Carolina, at reference coordinates: North Latitude 34° 04' 05" and West Longitude 78° 31' 30". This represents a site restriction of 19.5 kilometers north-northeast of the community. ¹ Exhibit #1 is a usable area study for Channel 285C3 at Calabash, North Carolina. Exhibit #2 is a §73.207 allocation study for Channel 285C3 which demonstrates that the channel meets the Commission's minimum distance separation requirements to all licensed, applied for or proposed facilities. ²

- 1) The public interest is better served by locating the proposed reference site inland from Calabash to enable more coverage over land area (versus service over the Atlantic Ocean), while still providing city grade coverage to Calabash and continued service (1.0 mV/m) to Tabor City.
- 2) Both Exhibit #1 and #2 assume that WNMB, Channel 288A, North Myrtle Beach, South Carolina is operating on Channel 290C3. WNMB was order to Channel 290C3 in MM Docket #89-327. WNMB also holds an outstanding permit for Channel 290C3 at North Myrtle Beach, #BPH-920305IF.

5. Therefore, Great American requests the following change to §73.202(b) of the Commission's rules:

Calabash, North Carolina

Present

None

Proposed

285C3

Tabor City, North Carolina

Present

285A

Proposed

None ³

PUBLIC INTEREST ASPECTS

6. The allotment of Channel 285C3 will provide Calabash, a community of 1,210 persons, with its first local broadcast outlet without depriving Tabor City of its only local radio facility. An improved WYNA, operating on Channel 285C3, will provide service to 95,595 persons in 4,796.4 square kilometers. This represents a net increase of 66,240 persons over the presently operating Class A facility. ⁴

3) WTAB (AM) will remain licensed to Tabor City, North Carolina.

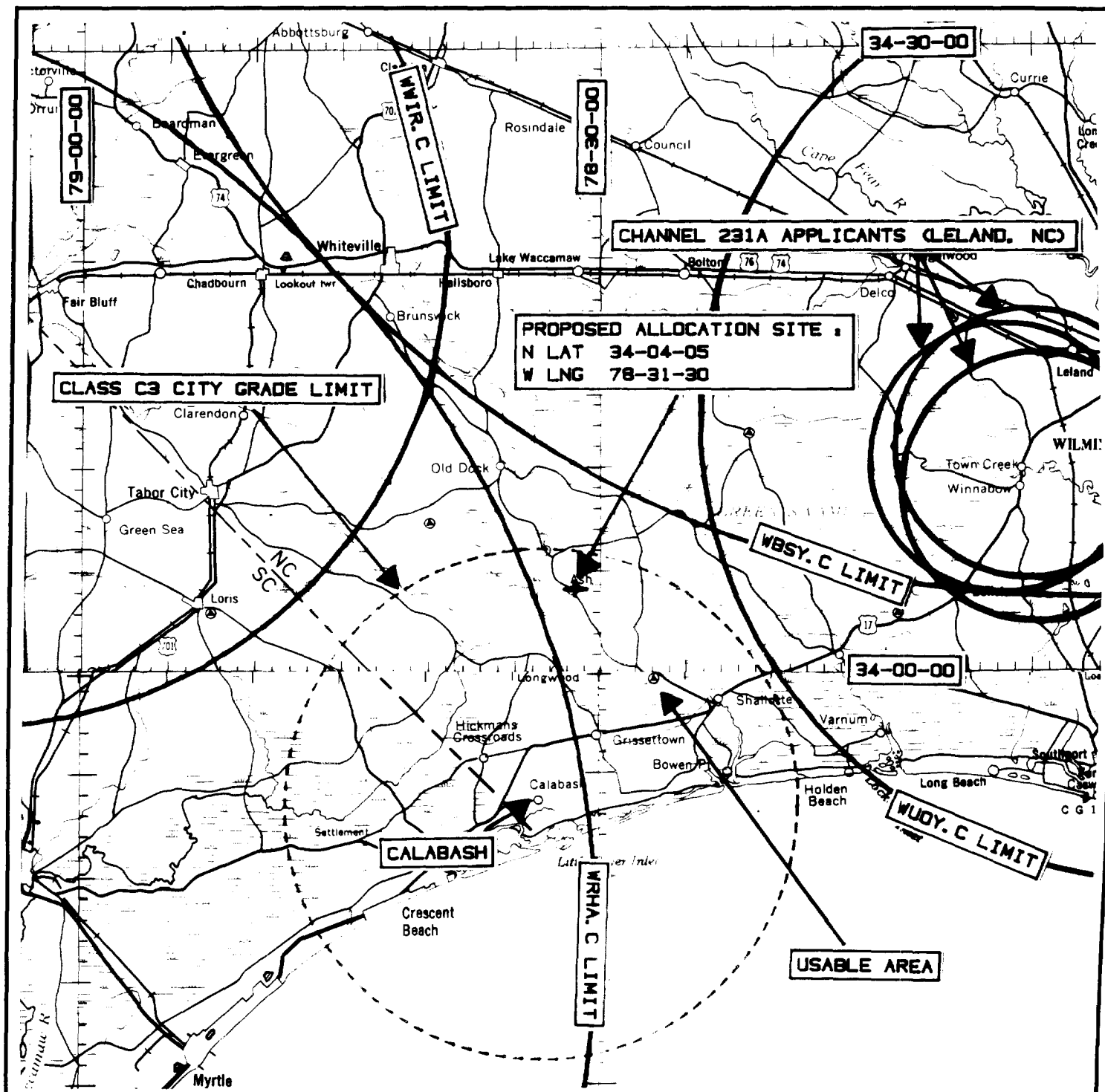
4) The net gain area was calculated based on the number of persons within the theoretical 1.0 mV/m contour of a C3 facility, less the persons in the theoretical loss area, minus the persons who would continue to receive service (who presently receive service) from WYNA after the re-allotment.

7. A study has been conducted to determine the potential theoretical area that the proposed C3 facility at Calabash could not serve, where the present WYNA Class A facility currently provides service. The majority of the area is located in rural Columbus County, North Carolina, and Horry County, South Carolina. These areas are primarily outside of small towns or communities. Assuming uniform distribution of persons within the minor civil divisions, only 9,648 persons who currently receive service from WYNA will theoretically lose service as a result of the upgrade of WYNA. When this loss is considered alongside the net gain of an improved WYNA, the net gain of new service is nearly seven times higher than the loss. Further, the persons in the loss area presently receive service from seven other FM facilities.⁵ Therefore, Great American requests that Channel 285C3 be allotted to Calabash, North Carolina, as that community's first local service.

8. The foregoing technical statement was prepared on behalf of Great American Media, Inc., by Bromo Communications, Inc., its Technical Consultants. All of

7) The persons in the loss area are presently served by WKML, Lumberton; WAZZ-FM, Laurinburg; WZFX, Whiteville; WSTS, Fairmont (all North Carolina); WZNS, Dillon; WKZQ-FM, Myrtle Beach and WYAV, Conway (all South Carolina).

the information contained herein is true and accurate to the best of our belief and knowledge. Should questions arise during consideration of these comments, we would welcome the opportunity to discuss the matter by phone at (912) 638-5608. All data relating to FM facilities and proposals was extracted from the NTIA FM database. We assume no liability for errors or omissions in that database which may be adverse to the requests proposed herein.

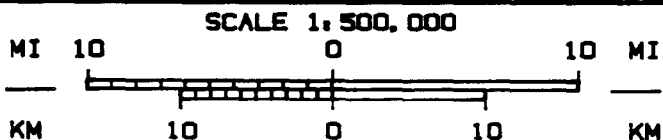


USABLE AREA CHANNEL 285C3

MAP IS A PORTION OF THE 1:500,000 SCALE
 CHARLOTTE AND SAVANNAH SECTIONAL
 AERONAUTICAL CHARTS.

EXHIBIT #1

PETITION FOR RULE MAKING
 GREAT AMERICAN MEDIA, INC
 WYNA RADIO STATION
 ALLOT CHANNEL 285C3
 CALABASH, NORTH CAROLINA
 August 1993



BROMO

COMMUNICATIONS

BROADCAST
 TECHNICAL CONSULTANTS

St Simons Island, Georgia

Washington, D.C.

REFERENCE
34 04 05 N
78 31 30 W

CLASS C3
Current rules spacings
CHANNEL 285 -104.9 MHz

DISPLAY DATES
DATA 07-28-93
SEARCH 08-19-93

CALL TYPE	CH# LAT	CITY LNG	STATE PWR	BEAR' HT	D-KM D-Mi	R-KM R-Mi	MARGIN (KM)
WYNA	285A	Tabor City	NC	286.3	32.32	142.0	-109.68
LI CN	34 09 00	78 51 40	1.500 kW	122M	20.1	88.3	
Great American Media, Inc.					BLH-810130AE		
WRHA.C	286A	Johnsonville	SC	250.1	92.67	89.0	3.67
CP CN	33 47 00	79 28 02	3.000 kW	98M	57.6	55.3	
The Waccamaw Neck Broadcasting					BPH-860407MF		
WBSY	284A	Rose Hill	NC	26.9	98.93	89.0	9.93
LI ZCN	34 51 48	78 02 16	2.800 kW	78M	61.5	55.3	
Duplin County Broadcasters					BLH-930128KB		
WUOY.C	283A	Wilmington	NC	73.5	55.49	42.0	13.49
CPM CN	34 12 35	77 56 53	4.500 kW	115M	34.5	26.1	
Beatriz Laura Garcia Suarez					BMPH-9205271B		
WWIR.C	287A	Fair Bluff	NC	299.5	61.16	42.0	19.16
CP CN	34 20 21	79 06 10	1.300 kW	146M	38.0	26.1	
Great American Media Limited					BPH-890313MQ		
AP231	231A	Leland	NC	73.0	39.98	12.0	27.98
AP CN	34 10 24	78 06 38	3.000 kW	100M	24.9	7.5	
Leland Broadcasting Group, Inc					890313MP		
AP231	231A	Leland	NC	77.4	42.07	12.0	30.07
APG CN	34 09 03	78 04 48	3.000 kW	100M	26.1	7.5	
Hara Broadcasting, Inc.					BPH-890316MD 900725		
AP231	231A	Leland	NC	77.4	42.07	12.0	30.07
APD CN	34 09 03	78 04 48	3.000 kW	100M	26.1	7.5	
Sharon M. Moran					BPH-890316MF 900725		

ALLOCATION STUDY CHANNEL 285C3

NOTE : STUDY ASSUMES THAT WNMB, CHANNEL 286A, NORTH MYRTLE BEACH, SOUTH CAROLINA IS OPERATING ON CHANNEL 290C3.

EXHIBIT #2

PETITION FOR RULE MAKING
GREAT AMERICAN MEDIA, INC
WYNA RADIO STATION
ALLOT CHANNEL 285C3
CALABASH, NORTH CAROLINA
August 1993

BROMO BROADCAST
COMMUNICATIONS TECHNICAL CONSULTANTS
St Simons Island, Georgia Washington, D.C.

AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT


State of Georgia)
St. Simons Island)
County of Glynn) ss:

JEFFERSON G. BROCK being duly sworn, deposes and says that he is an officer of Bromo Communications, Inc. Bromo has been engaged by Great American Media, Inc., licensee of Radio Station WYNA, to prepare the attached Technical Exhibit.

His qualifications are a matter of record before the Federal Communications Commission. He has been active in Broadcast Engineering since 1979.

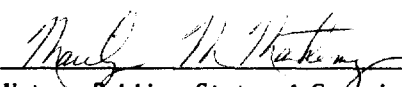
The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

This the 19th day of August, 1993.



Jefferson G. Brock
Affiant

Sworn to and subscribed before
me this the 19th day of August, 1993.



Notary Public, State of Georgia
My Commission Expires: September 8, 1995